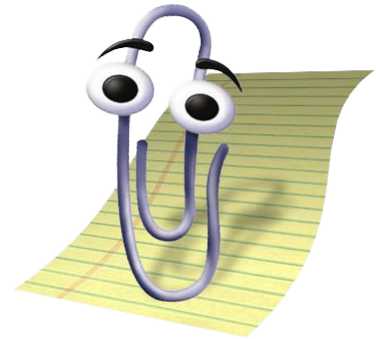


You Can Write Devastatingly Effective Docs!

Andrew Hao
[@andrewhao](#)
[g9labs.com](#)



! ? What is going on here?

We are excited to announce that our team plans to move to cloud-based SaaS services. However, we need to control our costs in order to remain profitable. We plan to use a mix of private and public clouds to host our applications. We will use Google Cloud at first to host our Pizza Browsing endpoints, but because of high cost variances we expect to need to also leverage Azure and AWS for other services. We will use a hybrid approach to migrate our applications. We will use containerization to move our applications to the cloud, and we will use scripts to automate the provisioning of resources. This will help us to keep our



The Gift of Clarity



INTERNATIONAL BESTSELLER

THE
**PYRAMID
PRINCIPLE**

Logic in Writing and Thinking



BARBARA MINTO

FT PUBLISHING
TEACHING TOOLS



aka “The Pyramid Principle”

The Minto Pyramid

2 Two parts

**The
Intro**

&

**The
Structure**

2 Two parts

SCQA & The Pyramid



The Intro

SCQA

Situation

C

Q

A

Situation


Complication

Q

A

Situation
Complication
Question
A

Situation
Complication
Question
Answer

 **You try it**

S

Our annual attrition rate is usually X%

C

In this tight job market, it has gone up to Y%


Q

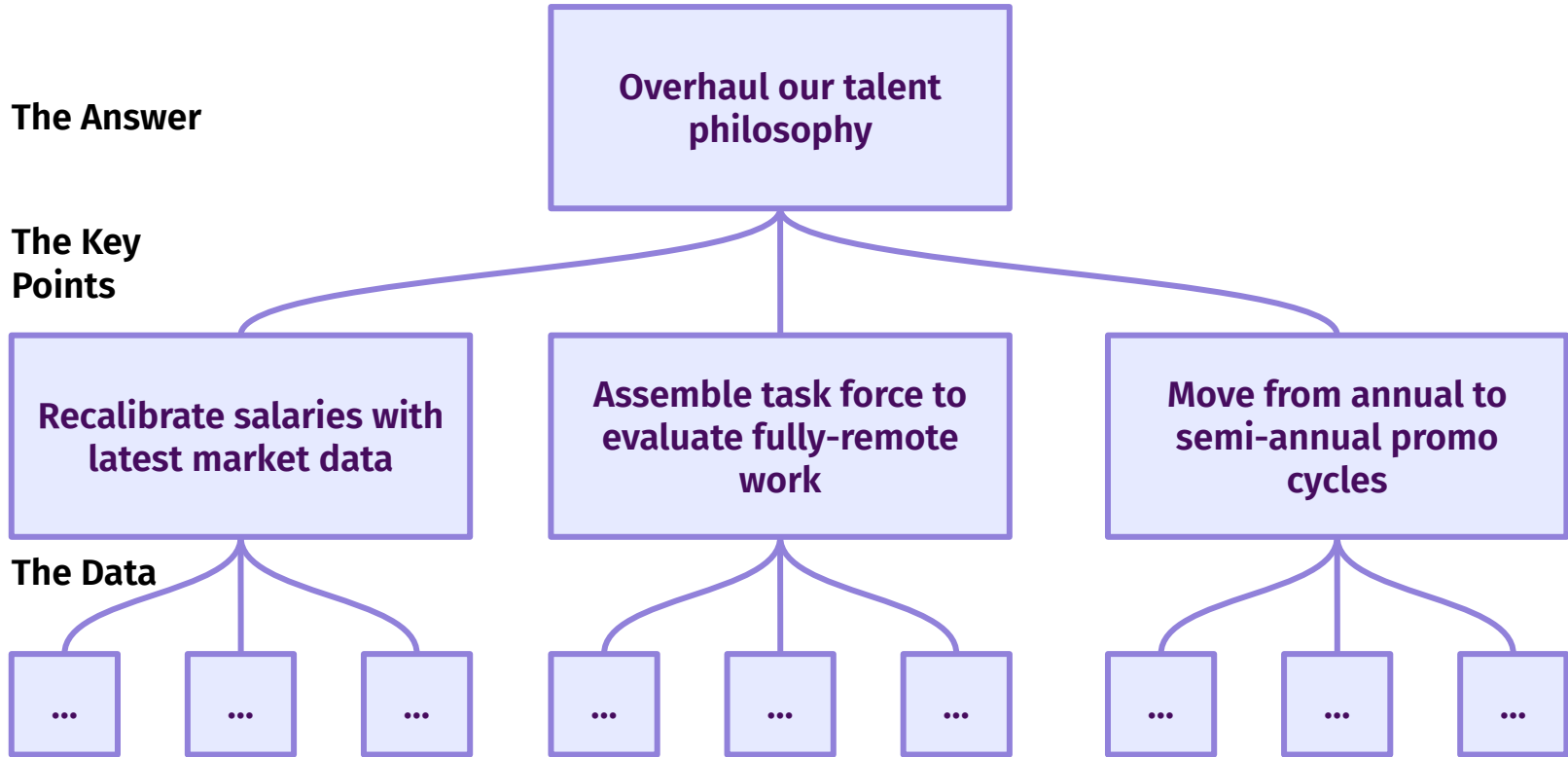
What can we do to retain key talent?

A

We believe we should...

The Pyramid

 **You try it**





**Let's see some
more!**

S

Normally our product is reliable

C


We have suffered several major outages recently

Q

How can we restore product reliability?

A

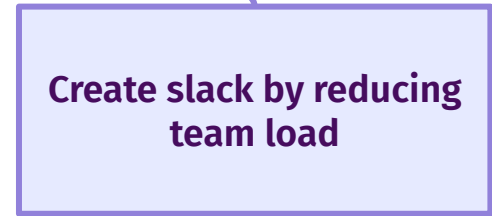
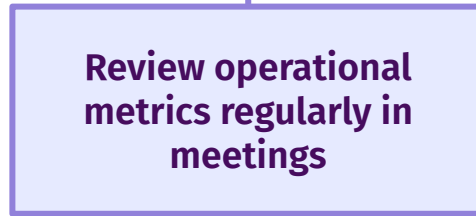
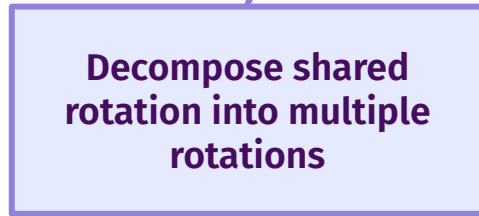
We believe we should...

 **You try it**

The Answer



The Key Points



The Data



S

We have been focusing on top-line user growth by measuring Daily Active Users (DAU)

C


We are unable to retain these new users, who leave our platform after an average of Y months

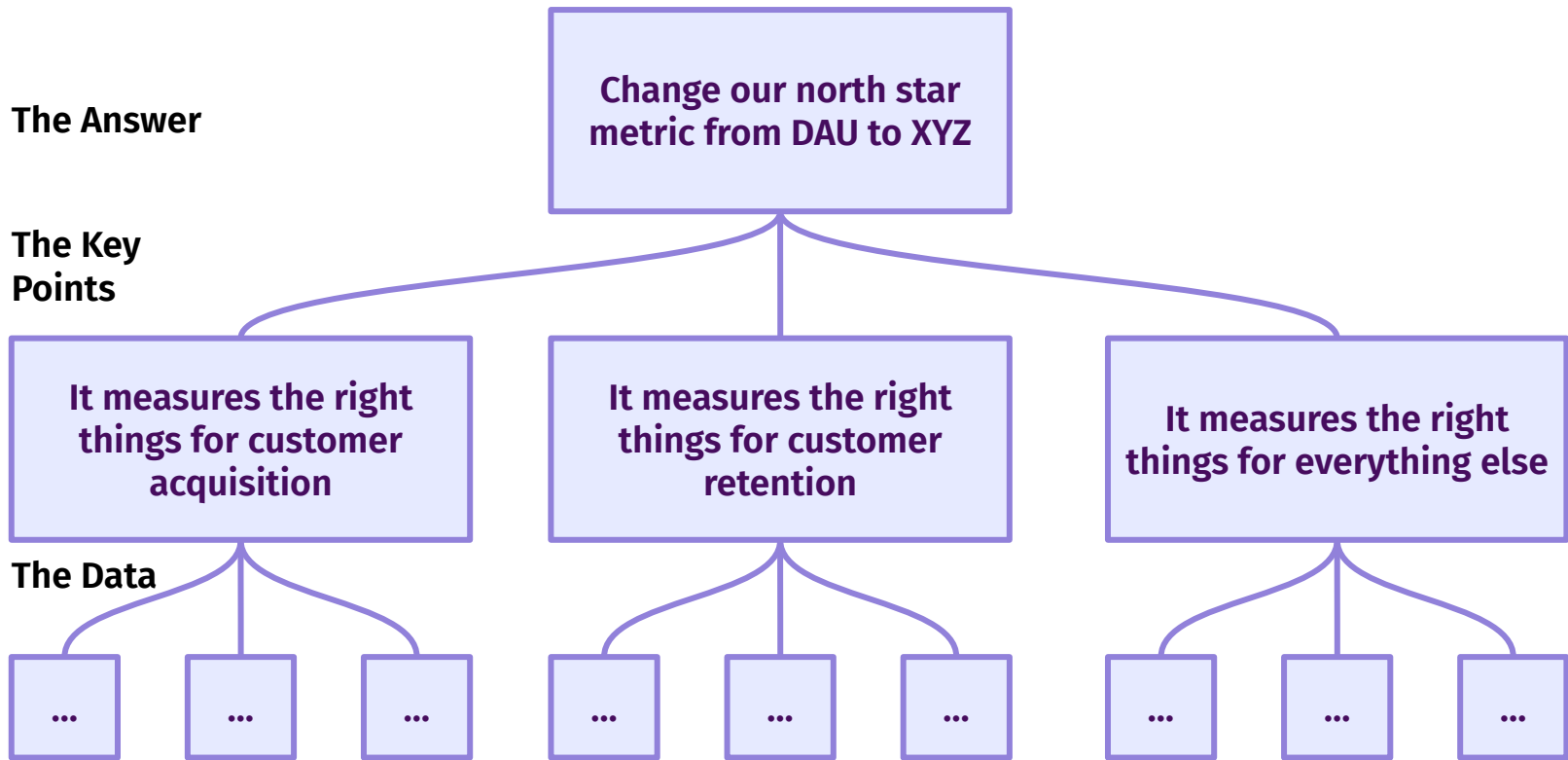
Q

How can we have a more holistic measurement of business performance?

A

We believe we should...

 **You try it**





The key takeaway

Think before you write

Happy writing!

More pyramids! @andrewhao